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IN THE FIELD OF MODERN LINGUISTICS – LINGUOCULTUROLOGY

***Abstract:** The article deals with cultural linguistics as a factor of formation of speech culture, the activity as a process that reveals the features of cultural linguistics and its features, as well as the relationship of speech culture, given the essence of the concept of culture and its constituent components of speech.*

***Key words:** activity, creativity, speech culture, speech culture, process, needs, interest, functions, signs*

Since the beginning of the XXI century, there is a tendency to increase the amount of free time and the growth of the importance of leisure as a social value, since it has wide opportunities for self-realization of a person, for satisfying her diverse needs and interests, including forming the level of speech culture. Leisure is often defined as part of the non-working time remaining after deducting the time costs a person needs to reproduce life functions and fulfill physiological needs. However, one should take into account that by leisure one can also understand the very activity of people for the implementation of free time including workers in cultural and leisure institutions. Two main features characterize Cultural and leisure activities:

- Attitude to this activity not only as a profession, but also as an internal need;
- Exchange not of the activity, but of the activity itself through communication and entertainment

Cultural and leisure activities can be considered as a purposeful process of creating conditions for a person's motivated choice of subject activity and as a perceptive-communicative process (perception and communication), determined by

its needs and interests and contributing to the assimilation, preservation, production and dissemination of spiritual values in the field of leisure [8, p. 12]. Many stable ideas are formed based on understanding of culture as a high level of people's knowledge of norms, standards of activity, fixed in a particular area of social practice. In this sense, they speak of a culture of speech, a culture of society, a culture of consumption, a culture of leisure, professional or corporate culture, etc. In a close sense, the term "culture" is used in everyday practice and in some areas of activity. In this case, the culture includes mainly intellectual, educational, artistic, religious and moral achievements of society, i.e. all that scientists consider high culture. This case is presented in the following concepts: "cultural person", "cultural needs of society", "cultural development of youth" [7, p. 20].

Cultural and leisure activities are designed to attract and introduce a person to culture through creativity, outdoor activities, communication and entertainment. Leisure and culture are closely interconnected due to the possibility of realization in leisure of cultural and social needs that arise in certain socio-cultural conditions. The forms and contents of leisure are formed within the framework of the culture of a particular society, it is known that speech culture and the culture of society are interconnected and the realization of the cultural-creating conditions. The forms and content of leisure are formed within the framework of the culture of a particular society, it is known that speech culture and the culture of society are interconnected and the realization of the cultural-creating potential of leisure requires a professional approach to this sphere of life [9, p. 216].

It is necessary to optimize the use of the cultural-creating potential of leisure in the socio-economic conditions of modern Russia. An important factor is the creation of a system of material, legal, psychological, pedagogical and organizational and methodological support for the wide availability of cultural and leisure activities for all segments of the population, stimulating the freedom of creativity and public initiatives in the field of the rational use of people's free time, as well as development of the population. Cultural and leisure activities are expediently organized and meaningfully filled with the activity of large groups of people or a specific person in

their free time, which develops on the basis of the human need for a change in the nature of activity, as well as with the goals of recreation and socio-cultural development. The person chooses the forms and types of this activity independently, proceeding from individual preferences, opportunities and the level of cultural development, as well as taking into account traditions and the influence of people around [7, p. 173].

The content of leisure activities is closely related to human needs, among which the following are distinguished:

- Primary, or congenital, which include physiological needs for rest, food.; physical needs for clean air, geo-landscape and climatic conditions of life and material needs for everyday goods, food products, etc.;
- Social – communication needs, social services, transportation, etc.; cultural – the need for education, spiritual development, development of artistic values, etc. [7, p. 132].

Cultural and leisure activity is a socio-cultural process that promotes free spiritual and physical improvement of a person based on amateur creativity, assimilation of cultural values, socially significant communication, and reasonable and complete relaxation. The leisure culture of the individual is an integral quality that reflects the individual's need and ability to creatively, socially meaningfully realize his own essential forces in free time.

Sings of cultural and leisure activities:

1. Any leisure activity proceeds in a free from compulsory Labor time.

2. Products of leisure activities cannot have commercial, Character, that is, cannot be included in commodity-money relations.

There may be cases when the products of cultural and leisure activities are sold, although individual acts of sale do not change the essence of cultural and leisure activities. However, if such acts take on a systematic character, then cultural and leisure activities will lose their leisure essence and turn into individual or group work, which, unlike leisure law must tax activities.

3. Cultural and leisure activities, as a rule, are not professional, but amateurish, but sometimes people continue to engage in their professional activities at leisure, albeit for free, for the sake of pleasure. The profession absorbs leisure. Sometimes the opposite happens – leisure activities (hobbies) turn into a profession.

4. Cultural and leisure activities are self-governing in nature, free from any external interference in the form of social, pedagogical or other guidance and control. Here, a person (or group) himself must be a full-fledged and sole subject of his activity and its organization.

Levels of cultural and leisure activities:

1. Rest, physical activities.
2. Entertainment, games.
3. Education (self-education).
4. Creativity.
5. Contemplation.
6. Holidays.

Functions of cultural and leisure activities: informational, recreational, cultural, creative, communicative, developing, communication.

Thus, cultural and leisure activities – this is a type of cultural activity that is implemented, as a rule, in the form of amateurism in your free time, is completely self-governing, and its products are non-commercial in nature.

All of the above allows us to clarify that cultural and leisure activities are free activities, chosen by the individual to meet the needs and interests. A variety of forms, methods and means of cultural and leisure activities allow the individual to choose any type of activity, including options for the formation of speech culture through inclusion in the creative process.

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